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REPORT

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SOURCE Jen-min Jih-pao.

ANALYSIS OF EMPHASIS PLACED ON KOREAN TRUCE TALKS  
BY PEIPING "JEN-MIN JIH-PAO"

Beginning with the text of Malik's proposal which first appeared on 25 June 1951 and which was given 70 percent of the space on the front page of the Peiping Jen-min Jih-pao, the problems of a peaceful settlement of the Korean conflict, information dealing with the progress of the truce talks, etc., have been given wide coverage in that 4-page principal newspaper of the Chinese Communists. Of the issues of the Jen-min Jih-pao surveyed, covering the period 25 June through 25 November 1951, about 58 percent gave Korean peace negotiations front-page coverage, while less than 20 percent failed to give any coverage. (All issues from 25 June - 25 November 1951 available in FDD were examined. See Appendix for issues available.)

Headline emphasis was as follows: of the 258 articles pertaining to the Korean peace talks, 34.1 percent used 5/16 inch type; 26 percent, 3/8 inch type, which is normal for a lead story; 15.1 percent, 1/2 inch type, which is unusually large. In Chinese Communist newspapers, page 1 is the most important; next in order of importance are pages 4, 2, and 3. Of the issues surveyed, 15.4 percent gave 21-30 percent of the page one space to the truce talks; 19.2 percent gave 11-20 percent; only 40 percent gave less than 10 percent of page one to this subject.

In all of the material surveyed there appear no statements indicating desire, interest, or hope for a peaceful settlement. The nearest thing to such a statement was a frequent charge that no settlement was possible unless the US became more agreeable.

Although the evidence is not clear-cut, the articles seem to emphasize the condition that North Korea is the principal protagonist and that the Chinese are there as friends and advisors.

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- 1 -

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The general theme of the articles discussing the truce talks was that the US is the aggressor against North Korea and is delaying the peaceful settlement of the conflict in an attempt to prolong the Korean War. There were numerous charges accusing the US of wanton attacks on the neutral zone to prolong the truce talks.

The breakdowns in the truce negotiations were blamed on the "unreasonable" US negotiators and commanders, such as Van Fleet, Joy, and Ridgway. These men were frequently described as callous brigands with no sincere intentions of concluding the talks, contrary to the general wishes of the US people and the troops who are eagerly seeking an early conclusion of the conflict in Korea.

In contrast, the reports constantly praised the sincerity of the Communist negotiators.

No reference was made to the UN in the headlines of articles pertaining to the truce talks. When the UN was mentioned, it was in the body of the articles giving translations of agreements.

Sources of the news on the truce talks were the Hsin-hua She and Korean front reports, as well as reprints from the New York Daily Worker, London Daily Worker and other "democratic" new sources.

In addition to the reports and comments on the progress of the negotiations, there were many articles criticizing the US for rearming Japan and for wanton bombings of Chinese territory, stories on Truman's fears that the American people were losing interest in the Korean war, etc.

## APPENDIX

A. No of Articles on Korean Truce Talks by Months

<u>Period</u>	<u>No of Articles</u>
June (25-27, 29, 30)	5
July (1, 13-31)	37
August (1-27, 29-31)	101
September (1-11, 14, 16-23, 25-30)	51
October (1-18, 20-31)	32
November (1-25)	32

B. Sizes of Type Used in Headlines of 258 Articles

<u>Size of Type (in inches)</u>	<u>Percentage of Articles</u>
3/16	11.3
1/4	13.5
5/16	34.1
3/8	26.0
1/2	15.1

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- 2 -

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C. Width of Headline Column

<u>Column Width (2 7/8 inches)</u>	<u>Percentage of Articles</u>
1 column	39.9
2 columns	54.7
3 columns	4.6
4 columns	0.8

D. Percentage of Issues With Respect to Location of Coverage

<u>1. Location of Articles</u>	<u>Percentage of Issues</u>
Page 1	57.8
Page 4	5.8
Pages 1 and 4	13.8
Page 2	0.8
Pages 1 and 2	0.7
Pages 1, 2, and 4	1.5
2. Percentage of Issues With No Comment	19.7

E. Spaces Devoted to Korean Truce Talks

## 1. Page 1

<u>Percentage of Page Space</u>	<u>Percentage of Issues</u>
1-5	17.3
6-10	24.0
11-20	19.2
21-30	15.4
31-40	11.6
41-50	5.8
51-60	2.9
61-70	0.95
71-80	0.95
81-90	0.95
91-100	0.95

## 2. Page 4

<u>Percentage of Page Space</u>	<u>Percentage of Issues</u>
1-5	17.8
6-10	25.0
11-20	35.7
21-30	14.3
31-40	7.2

- E N D -

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- 3 -

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